

VALUES WITH IMPACT

Did you know that brand success depends up to 70% on emotional factors? Not only are sociodemographic aspects such as age or gender important for a purchase decision, but each individual person's values.

Only if the brand, target group, creation, and media environments have the same values can relevance be increased enough to comprehensively support sales.

ValueSphere, in cooperation with Facit Research, offers a 360° strategy and research approach to find the perfect value fit for you. We optimize your target group with a value-based plan and make your brand more successful over the long term!

OVERVIEW: ADVANTAGES

- + Optimal value fit for brand, target group, creation, and media environments.
- + Target-oriented brand value transfer to relevant target groups.
- + Environment quality improvement via value-based touchpoint selection and media planning.
- + Significant increase in campaign ROI.
- + Sustainable reinforcement/ change of the brand value profile.
- + Differentiation from competitors.

CENTRAL QUESTIONS

- » What differentiates my brand from the competition?
- » Which value profile does my brand have?
- » Do my brand's values match those of my target group, creation, and media environments?
- » In which media environments do I need to be present in order to reinforce or change my value profile?

OUTPUT

- » Collection of brand values and the values of the respective target group
- » A 360° strategy that adjusts your brand's values to those of your target group, your creation, and the relevant media environments
- » Optimal selection of matching media environments and cross-media planning, as well as value-based creation consulting

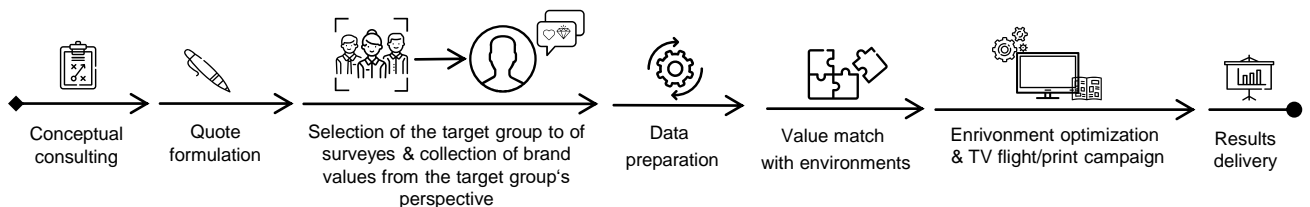
KPIS

- » Campaign ROI
- » Sales / turnover
- » Repeat purchases (loyalty)

TIMING

- » Preparation and implementation: approx. 5 weeks (incl. collection of brand value fit: approx 2 weeks and analysis of value fit environments: approx. 1 week)
- » Plus customized campaign period
- » Results delivery: approx. 2 weeks after project end

SERVICES



SECTORS

FMCG | Fashion | Beauty | Retail | Touristik | OTC | Finance | Automotive

INTERESTED? YOUR PERSONAL CONTACT:

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